Health Promotion and Education Concentration
Master of Public Health Program

1. Concentration Description and Learning Objectives
2. Listing of Concentration Required Elective Courses
3. Listing of Concentration Approved Selectives

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PH Health Promotion and Education Concentration

Students completing the health promotion and education concentration will develop advanced skills in community needs assessment, program planning, program implementation, program evaluation, and health promotion advocacy. Students will gain depth of knowledge in the determinants of health behavior, theories of social and behavioral change, the interdisciplinary nature of common health issues, and current health promotion and behavioral interventions.

Learning Objectives
Students pursuing the Health Promotion and Education Concentration will:

1) Assess needs, assets and capacity for health education
2) Plan health education programs
3) Implement health education
4) Conduct evaluation and research related to health education
5) Manage health education programs
6) Serve as a health education resource person
7) Communicate and advocate for health and health education

Course Listing

Required Core Principles (Students must take all 3)
CMH 7410: Community Assessment
CMH 7420: Health Program Planning and Evaluation
CMH 7430: Health Awareness and Advocacy Communications

Approved Concentration Electives (Students may select to fulfill selective requirements)
CMH 7110: Applied Public Health Research Design and Analysis
CMH 7120: Qualitative Methods in Public Health
CMH 7130: Using Geospatial Technologies in Public Health
CMH 7140: Social Networks and Health
CMH 7150: Applied Epidemiology
CMH 7160: Advanced Statistical and Epidemiology Methods Using SPSS
CMH 7210: Maternal and Child Health
CMH 7220: Issues in Aging
CMH 7230: Health Promotion with Individuals with Disabilities
CMH 7310: Public Health Ethics and Policy
CMH 7640: Principles of Emergency Management
CMH 7650: Public Health Crisis and Consequence Management Techniques
CMH 7660: Public Health Terrorism Preparedness

Rev. October 2012
**PH Health Promotion and Education Concentration**

CMH 7520: Strategic Leadership in Health Care
CMH 7710: Global Health
CMH 7720: Global Health Systems
FIN 7500: Financial Management of Health Service Organizations
MBA 7500: Leadership and Ethics
MBA 7550: Developing and Implementing Competitive Strategies

**Other pertinent University courses can be included with the review and permission of the Concentration Director.**

See online Graduate Catalog for course detail.

HPE students interested in Evaluation & Research are encouraged to take any of the following selectives:
- CMH 7110
- CMH 7120
- CMH 7130
- CMH 7150
- CMH 7160

HPE students interested in Content are encouraged to take any of the following selectives:
- CMH 7140
- CMH 7210
- CMH 7220

HPE students interested in Administration are encouraged to take any of the following selectives:
- URS 6320 – Managing Volunteers
- URS 6340 – Fundraising /Grant Writing
- CMH 7320 – Public Health Law (not in the schedule line up as yet)